

New Mover Studies: Jefferson County

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Findings

This report highlights the findings and experiences of Jefferson County respondents who were included in a survey of nonmetropolitan movers in Iowa.¹ The purpose of the study is to better understand the decisions and thoughts of people who have moved and what they think about the communities and areas where they have lived. With increased understanding about why people move, community leaders may be able to develop actionable strategies for attracting and retaining population.²

Fifty-two respondents from Jefferson County participated in the survey, 31 who moved into the county and 21 who moved out (Table 1). In many respects, the Jefferson County participants shared similar characteristics and responses

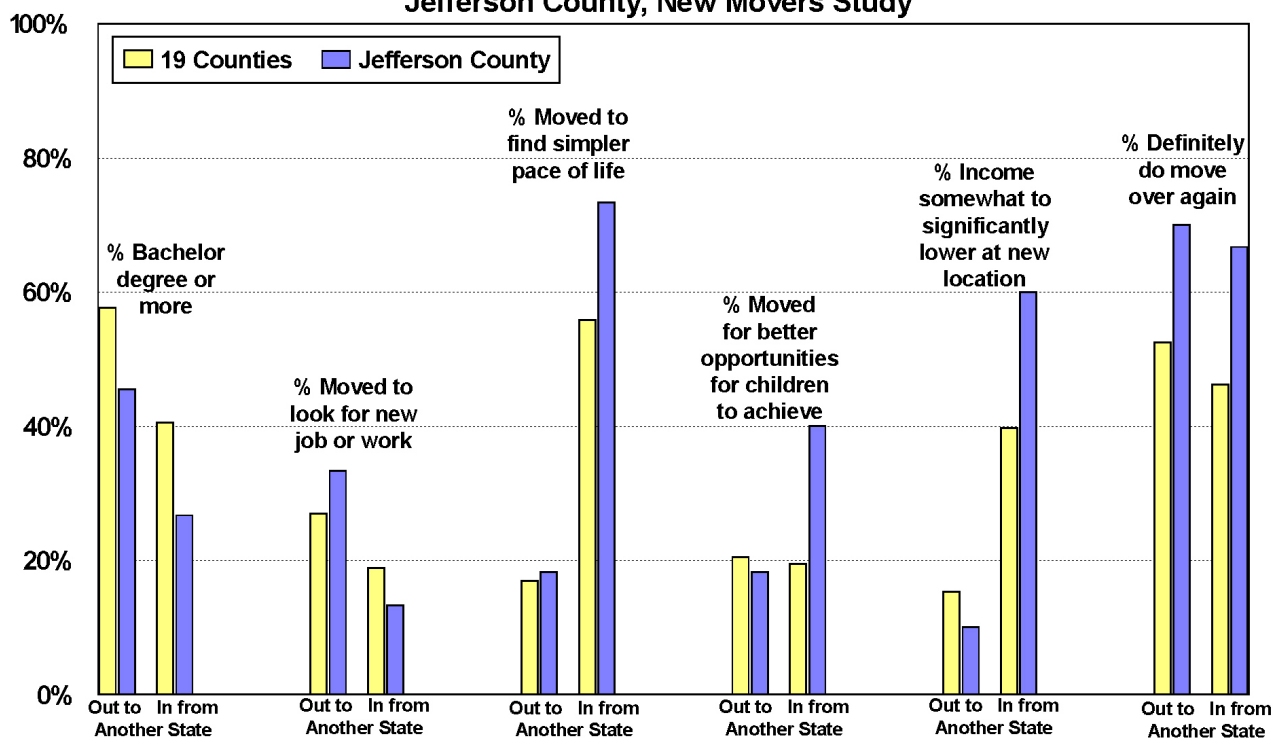
with the overall set of respondents, but in some aspects there were differences.

The Jefferson County respondents who moved to or from other states tended to be older than was generally the case for other respondents in the study. The median age for those moving to other states was 59, 18 years above that for other respondents leaving the state. Relatively few of the respondents moving between Jefferson and another state were age 25 to 34 (Tables 1, 5). Unlike other counties, females made up the majority of the movers for Jefferson County. Twenty-seven percent of the movers going to other states reported that they had never been married. In contrast, all of the respondents who came into Jefferson County from other states said that they were married, divorced, or widowed (Tables 1, 5).

Although all of movers who came into Jefferson from other states had education beyond high school, the proportion with a bachelor's degree was lower than for the overall set of movers (Tables 1, 5; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who went to other states cited community reasons most frequently as the main reason for their move. In general, work related reasons tended to be cited less often as most important by the Jefferson movers than by many other respondents in the study (Tables 1, 5). An unusual finding for Jefferson County was that none of those moving to other states said they had a new job with a new employer. Typically, many in the study

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Jefferson County, New Movers Study



Source: Community Vitality Center, New Movers Study

New Mover Studies: Jefferson County

Table 1. Age, Gender, Marital Status, Education, and Most Important Reason for Moving by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	52	21	31	0	10	16	11	15
Median age in years	51.0	50.0	55.0	*	35.5	46.0	59.0	57.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	17.3	23.8	12.9	*	40.0	18.8	9.1	6.7
% Age 70 or older	17.3	9.5	22.6	*	0.0	31.3	18.2	13.3
Gender	%	%	%	%	%	%	%	%
% Male	42.3	47.6	38.7	*	50.0	37.5	45.5	42.3
% Female	57.7	52.4	61.3	*	50.0	62.5	54.5	57.7
Marital status	%	%	%	%	%	%	%	%
% Never married	17.3	28.6	9.7	*	30.0	18.8	27.3	0.0
% Married	55.8	47.6	61.3	*	50.0	56.3	45.5	66.7
% Divorced or separated	15.3	14.3	16.1	*	20.0	12.5	9.1	20.0
% Widowed	11.5	9.5	12.9	*	0.0	12.5	18.2	13.3
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	7.7	14.3	3.2	*	10.0	6.3	18.2	0.0
% High school graduate or equivalent	7.7	14.3	3.2	*	20.0	6.3	9.1	0.0
% Some college or vocational training	38.5	23.8	48.4	*	20.0	43.8	27.3	53.3
% Associate degree	9.6	4.8	12.9	*	10.0	6.3	0.0	20.0
% Bachelor degree or more	36.5	42.8	32.2	*	40.0	37.5	45.5	26.7
Most important reason for moving								
Number of reasons ¹	81	31	50	*	12	29	19	21
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	27.2	25.8	28.0	*	25.0	24.1	26.3	33.3
Family, friends, health	29.6	19.4	36.0	*	25.0	37.9	15.8	33.3
Community, services, amenities	22.2	32.3	16.0	*	8.3	3.4	47.4	33.3
Housing	17.3	16.1	18.0	*	33.3	31.0	5.3	0.0
Other	3.7	6.5	2.0	*	8.3	3.4	5.3	0.0

*No respondents in category. ¹Number of reasons exceeds number of respondents because some respondents gave more than one reason.

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Table 2. Factors in Moving Decision by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	52	21	31	0	10	16	11	15
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	14.6	22.2	10.0	*	30.0	6.7	12.5	13.3
Job transfer by employer to location	8.3	10.5	6.9	*	10.0	0.0	11.1	14.3
Laid off from previous job	6.3	5.3	6.9	*	0.0	6.7	11.1	7.1
New job with new employer	18.8	15.8	20.7	*	30.0	33.3	0.0	7.1
Moved to look for new job or work	10.2	15.8	6.7	*	0.0	0.0	33.3	13.3
Retired from previous employment	8.2	0.0	13.3	*	0.0	20.0	0.0	6.7
To be nearer parents	22.0	30.0	16.7	*	30.0	18.8	30.0	14.3
To be nearer children	32.7	33.3	32.3	*	20.0	37.5	45.5	26.7
To live with spouse or partner	7.7	9.5	6.5	*	20.0	12.5	0.0	0.0
To be nearer siblings, other relatives	28.0	28.6	27.6	*	20.0	33.3	36.4	21.4
To be nearer friends, acquaintances	39.2	35.0	41.9	*	40.0	31.3	30.0	53.3
Change in marital status	7.7	4.8	9.7	*	10.0	18.8	0.0	0.0
Place easier find spouse or partner	5.8	0.0	9.7	*	0.0	12.5	0.0	6.7
Decline in health	13.5	9.5	16.1	*	10.0	12.5	9.1	20.0
Take care aging parents	7.7	4.8	9.7	*	0.0	12.5	9.1	6.7
Find less congested place to live	32.7	19.0	41.9	*	40.0	25.0	0.0	60.0
Find safer place to live	26.9	9.5	38.7	*	20.0	18.8	0.0	60.0
Live in desirable natural environment	48.1	57.1	41.9	*	60.0	25.0	54.5	60.0
More outdoor recreation	36.5	38.1	35.5	*	20.0	25.0	54.5	46.7
Find arts, entertainment, cultural	26.9	33.3	22.6	*	10.0	25.0	54.5	20.0
Find simpler pace of life	46.2	23.8	61.3	*	30.0	50.0	18.2	73.3
Find more exciting lifestyle	21.2	33.3	12.9	*	20.0	6.3	45.5	20.0
Live someplace new, have fresh start	44.2	28.6	54.8	*	30.0	43.8	27.3	66.7
Lower cost of housing	30.8	9.5	45.2	*	20.0	18.8	0.0	73.3
Have lower taxes	27.5	23.8	30.0	*	20.0	12.5	27.3	50.0
Have better internet, tv, phone	3.8	0.0	6.5	*	0.0	6.3	0.0	6.7
Find better quality local schools	11.5	4.8	16.1	*	10.0	0.0	0.0	33.3
Opportunities children to achieve	17.3	14.3	19.4	*	10.0	0.0	18.2	40.0
Have more ethnic diversity	19.2	14.3	22.6	*	10.0	25.0	18.2	20.0
Have less ethnic diversity	7.7	4.8	9.7	*	10.0	6.3	0.0	13.3

*No respondents in category. ¹Respondents could respond "Yes" to more than one factor.

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New Mover Studies: Jefferson County										
Table 3. Lived in Area Previously, Sources of Information, Ease of Finding Housing, and Household Income by Type and Direction of Move.										
	Type and Direction of Move									
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State		
Number of respondents	52	21	31	0	10	16	11	15		
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	72.5	81.0	66.7	*	100.0	86.7	63.6	46.7		
In current county	40.8	50.0	34.5	*	50.0	35.7	50.0	33.3		
In or near current city/town	39.6	45.0	35.7	*	40.0	38.5	50.0	33.3		
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	34.6	33.3	35.3	*	10.0	12.5	54.5	60.0		
TV, magazines, newspapers	17.3	23.8	12.9	*	30.0	0.0	18.2	26.7		
Current community resident	21.2	9.5	29.0	*	10.0	18.8	9.1	40.0		
Employer or co-workers	28.8	23.8	32.3	*	30.0	37.5	18.2	26.7		
Friends and acquaintances	48.1	52.4	45.2	*	40.0	37.5	63.6	53.3		
Family	51.9	61.9	45.2	*	50.0	56.3	72.7	33.3		
Travel or vacation to new location	23.1	28.6	19.4	*	0.0	12.5	54.5	26.7		
Attended school or college there	3.8	0.0	6.5	*	0.0	0.0	0.0	13.3		
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%
Very difficult (1)	15.4	14.3	16.1	*	20.0	25.0	9.1	6.7		
Somewhat difficult (2)	9.6	9.5	9.7	*	20.0	6.3	0.0	13.3		
Neither difficult or easy (3)	9.6	4.8	12.9	*	0.0	25.0	9.1	0.0		
Somewhat easy (4)	25.0	19.0	29.0	*	20.0	31.3	18.2	26.7		
Very easy (5)	40.4	52.4	32.3	*	40.0	12.5	63.6	53.3		
Average rating finding housing (1 – 5)	3.65	3.86	3.52	*	3.40	3.00	4.27	4.07		
Household income for 2004	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	26.0	25.0	26.7	*	22.2	37.5	27.3	14.3		
\$20,000 - \$34,999 (2)	16.0	15.0	16.7	*	22.2	12.5	9.1	21.4		
\$35,000 - \$49,999 (3)	12.0	10.0	13.3	*	11.1	12.5	9.1	14.3		
\$50,000 - \$69,999 (4)	22.0	20.0	23.3	*	11.1	37.5	27.3	7.1		
\$70,000 - \$99,999 (5)	14.0	20.0	10.0	*	33.3	0.0	9.1	21.4		
\$100,000 - \$149,999 (6)	10.0	10.0	10.0	*	0.0	0.0	18.2	21.4		
\$150,000 or more (7)	0.0	0.0	0.0	*	0.0	0.0	0.0	0.0		
Average income category (1 – 7)	3.12	3.25	3.03	*	3.11	2.50	3.36	3.64		
*No respondents in category. ¹ Respondents could respond “Yes” to more than one source.										
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Table 4. Income Comparison Between Locations, Satisfaction with Previous and Current Locations, and Doing Move Over Again by Type and Direction of Move.

	Type and Direction of Move						
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	In From Another State
Number of respondents	52	21	31	0	10	16	15
Current location income compared with previous location income	%	%	%	%	%	%	%
Significantly lower income (1)	17.6	5.0	25.8	*	0.0	18.8	33.3
Somewhat lower income (2)	7.8	0.0	12.9	*	0.0	0.0	26.7
About same income (3)	43.1	45.0	41.9	*	70.0	56.3	26.7
Somewhat higher income (4)	17.6	30.0	9.7	*	30.0	12.5	6.7
Significantly higher income (5)	13.7	20.0	9.7	*	0.0	12.5	6.7
Average comparison income (1 – 5)	3.02	3.60	2.65	*	3.30	3.00	2.27
Satisfaction with previous location	%	%	%	%	%	%	%
Very dissatisfied (1)	15.4	9.5	19.4	*	10.0	12.5	26.7
Somewhat dissatisfied (2)	17.3	19.0	16.1	*	10.0	18.8	13.3
Neither dissatisfied or satisfied (3)	9.6	19.0	3.2	*	30.0	6.3	0.0
Somewhat satisfied (4)	34.6	38.1	32.3	*	40.0	43.8	20.0
Very satisfied (5)	23.1	14.3	29.0	*	10.0	18.8	40.0
Average satisfaction previous (1 – 5)	3.33	3.29	3.36	*	3.30	3.38	3.33
Satisfaction with current location	%	%	%	%	%	%	%
Very dissatisfied (1)	9.6	19.0	3.2	*	20.0	0.0	6.7
Somewhat dissatisfied (2)	7.7	0.0	12.9	*	0.0	12.5	13.3
Neither dissatisfied or satisfied (3)	7.7	4.8	9.7	*	10.0	6.3	13.3
Somewhat satisfied (4)	21.2	9.5	29.0	*	10.0	37.5	20.0
Very satisfied (5)	53.8	66.7	45.2	*	60.0	43.8	46.7
Average satisfaction current (1 – 5)	4.02	4.05	4.00	*	3.90	4.12	3.87
Would do move over again	%	%	%	%	%	%	%
Definitely not (1)	5.9	5.0	6.5	*	0.0	12.5	0.0
Probably not (2)	3.9	0.0	6.5	*	0.0	6.3	6.7
Undecided (3)	5.9	0.0	9.7	*	0.0	0.0	20.0
Probably yes (4)	25.5	30.0	22.6	*	40.0	37.5	6.7
Definitely yes (5)	58.8	65.0	54.8	*	60.0	43.8	66.7
Average rating do move over (1 – 5)	4.27	4.50	4.13	*	4.60	3.94	4.33

*No respondents in category.

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New Mover Studies: 19 County Overall Findings

Table 5. Age, Gender, Marital Status, Education, and Most Important Reason for Moving by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	737	327	366	85	206	207	121	159
Median age in years	46.0	42.0	48.0	45.0	43.0	44.0	41.0	53.5
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	21.3	22.0	18.9	24.7	20.9	21.7	24.0	15.1
% Age 70 or older	13.2	9.8	14.5	20.0	10.2	12.6	9.1	17.0
Gender	%	%	%	%	%	%	%	%
% Male	54.5	57.7	50.4	54.8	54.6	46.1	63.0	56.1
% Female	45.5	42.3	49.6	45.2	45.4	53.9	37.0	43.9
Marital status	%	%	%	%	%	%	%	%
% Never married	12.0	15.8	8.6	10.7	13.8	10.8	19.3	5.7
% Married	62.4	61.8	61.9	64.3	60.1	57.4	64.7	67.7
% Divorced or separated	16.3	13.3	20.5	14.3	16.8	25.0	7.6	14.5
% Widowed	9.4	9.0	9.1	10.7	9.4	6.9	8.4	12.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	5.1	5.8	4.1	7.2	6.8	3.5	4.2	5.0
% High school graduate or equivalent	17.3	16.7	16.3	25.0	20.0	17.6	11.0	14.6
% Some college or vocational training	28.3	26.0	30.3	28.6	31.2	29.3	16.9	31.6
% Associate degree	10.6	11.8	10.7	9.5	12.7	12.7	10.2	8.2
% Bachelor degree or more	38.8	39.7	38.5	29.8	29.3	37.0	57.6	40.5
Most important reason for moving								
Number of reasons ¹	1,011	458	498	115	289	288	169	210
Type of reason	%	%	%	%	%	%	%	%
Work, income, retirement, education	38.4	47.2	36.5	15.7	45.0	36.1	50.9	37.1
Family, friends, health	22.3	18.1	27.5	13.9	20.8	23.3	13.6	33.3
Community, services, amenities	22.0	22.0	21.9	19.1	18.0	21.2	29.0	22.9
Housing	15.7	10.5	12.4	50.4	13.8	17.0	4.7	6.2
Other	1.6	2.2	1.6	0.9	2.3	2.3	1.8	0.5

¹Number of reasons exceeds number of respondents because some respondents gave more than one reason.

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: 19 County Overall Findings

Table 6. Factors in Moving Decision by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	737	327	366	85	206	207	121	159
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	14.2	12.6	13.3	28.8	16.7	18.8	5.5	6.4
Job transfer by employer to location	7.6	9.8	7.1	1.3	7.8	4.0	13.4	11.0
Laid off from previous job	4.9	7.9	3.4	0.0	8.3	3.1	7.1	3.9
New job with new employer	26.7	34.3	24.7	3.8	29.7	25.6	42.1	23.5
Moved to look for new job or work	16.5	19.4	15.9	5.0	15.0	13.6	27.0	18.8
Retired from previous employment	14.4	11.1	16.9	12.2	10.8	14.6	11.7	19.9
To be nearer parents	23.7	21.0	30.5	7.5	19.7	30.2	23.1	30.9
To be nearer children	20.1	21.3	22.3	7.4	24.4	19.7	16.0	25.6
To live with spouse or partner	15.0	15.5	14.3	16.5	17.6	19.0	12.0	8.0
To be nearer siblings, other relatives	30.5	26.6	38.4	11.1	24.7	34.3	29.7	43.6
To be nearer friends, acquaintances	29.6	29.3	32.6	21.5	30.7	34.8	27.0	29.6
Change in marital status	13.2	12.1	13.3	16.0	12.6	16.0	11.1	9.8
Place easier find spouse or partner	7.9	12.7	4.2	3.7	9.6	5.5	17.9	2.6
Decline in health	10.4	7.6	11.5	12.3	8.6	7.0	6.0	17.4
Take care aging parents	5.9	5.1	7.6	1.2	4.5	5.5	6.0	10.4
Find less congested place to live	28.2	15.2	39.2	27.2	20.6	32.3	6.0	48.1
Find safer place to live	26.1	15.9	35.9	18.5	21.3	30.0	6.8	43.5
Live in desirable natural environment	35.8	29.9	43.5	25.9	31.0	43.8	28.2	43.1
More outdoor recreation	29.3	28.3	31.7	22.2	24.2	36.1	35.0	26.0
Find arts, entertainment, cultural	23.7	36.1	15.8	6.2	28.1	16.9	49.6	14.3
Find simpler pace of life	36.8	25.2	49.6	24.7	30.0	44.8	16.9	55.8
Find more exciting lifestyle	22.4	31.3	17.7	8.6	25.0	21.4	41.9	13.0
Live someplace new, have fresh start	41.4	39.5	43.2	37.0	38.2	43.8	41.7	42.5
Lower cost of housing	31.7	20.1	41.5	32.9	26.3	35.3	9.5	49.4
Have lower taxes	25.5	18.6	34.0	15.9	18.5	30.3	19.0	38.8
Have better internet, tv, phone	8.3	12.4	6.2	1.2	11.6	8.5	13.8	3.3
Find better quality local schools	14.0	12.1	17.3	8.6	13.7	16.6	9.4	18.2
Opportunities children to achieve	19.3	20.7	19.2	14.8	20.8	19.0	20.5	19.5
Have more ethnic diversity	10.3	16.9	5.9	1.2	9.6	7.0	29.3	4.6
Have less ethnic diversity	4.4	2.6	6.3	3.7	3.1	4.0	1.7	9.2

¹ Respondents could respond "Yes" to more than one factor.

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Table 7. Lived in Area Previously, Sources of Information, Ease of Finding Housing, and Household Income by Type and Direction of Move.										
	Type and Direction of Move									
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State		
Number of respondents	737	327	366	85	206	207	121	159		
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes		
In current state	77.2	73.9	77.6	97.5	95.5	96.9	36.8	53.5		
In current county	38.6	28.3	34.3	100.0	33.9	36.5	31.5	33.9		
In or near current city/town	34.2	28.5	32.3	69.9	34.0	35.6	18.7	27.9		
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes		
Internet	31.2	35.2	30.3	14.1	26.7	24.6	49.6	37.7		
TV, magazines, newspapers	22.3	24.8	20.5	20.0	22.8	22.7	28.1	17.6		
Current community resident	22.0	21.4	23.0	18.8	19.4	20.8	24.8	25.8		
Employer or co-workers	23.6	26.3	23.5	16.5	25.2	24.2	28.1	22.6		
Friends and acquaintances	36.6	39.4	35.0	34.1	36.4	38.6	44.6	30.2		
Family	41.2	37.0	44.0	42.4	37.4	41.5	36.4	47.2		
Travel or vacation to new location	14.2	15.6	15.8	2.4	10.2	12.6	24.8	20.1		
Attended school or college there	6.9	7.0	6.3	7.1	7.3	3.9	6.6	9.4		
Ease of finding housing at new location	%	%	%	%	%	%	%	%		
Very difficult (1)	8.8	5.9	12.2	9.4	7.8	9.3	2.5	16.0		
Somewhat difficult (2)	20.6	24.2	18.1	18.8	23.0	18.6	26.3	17.3		
Neither difficult or easy (3)	16.5	15.2	15.3	21.2	14.7	17.2	16.1	12.8		
Somewhat easy (4)	22.4	22.7	23.1	20.0	23.5	23.5	21.2	22.4		
Very easy (5)	31.6	32.0	31.4	30.6	30.9	31.4	33.9	31.4		
Average rating finding housing (1 – 5)	3.47	3.51	3.43	3.44	3.47	3.49	3.58	3.36		
Household income for 2004	%	%	%	%	%	%	%	%		
Less than \$20,000 (1)	17.3	16.0	18.8	19.0	18.0	18.4	12.6	19.4		
\$20,000 - \$34,999 (2)	23.0	21.6	23.3	26.6	25.0	24.3	16.0	21.9		
\$35,000 - \$49,999 (3)	18.2	18.2	17.7	22.8	18.0	20.4	18.5	14.2		
\$50,000 - \$69,999 (4)	18.5	18.2	19.1	15.2	18.0	21.4	18.5	16.1		
\$70,000 - \$99,999 (5)	12.4	13.8	11.9	8.9	12.5	12.6	16.0	11.0		
\$100,000 - \$149,999 (6)	7.7	8.5	7.2	3.8	6.5	1.5	11.8	14.8		
\$150,000 or more (7)	2.9	3.8	1.9	3.8	2.0	1.5	6.7	2.6		
Average income category (1 – 7)	3.20	3.33	3.11	2.95	3.10	2.96	3.71	3.32		

¹ Respondents could respond “Yes” to more than one factor.

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New Mover Studies: 19 County Overall Findings

Table 8. Income Comparison Between Locations, Satisfaction with Previous and Current Locations, and Doing Move Over Again by Type and Direction of Move.

	Type and Direction of Move						
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	In From Another State
Number of respondents	737	327	366	85	206	207	121
Current location income compared with previous location income	%	%	%	%	%	%	%
Significantly lower income (1)	11.0	6.9	16.1	3.8	7.0	11.8	6.8
Somewhat lower income (2)	12.1	10.7	13.3	7.5	11.9	9.8	8.5
About same income (3)	41.9	38.2	41.7	63.8	46.8	46.6	23.7
Somewhat higher income (4)	23.1	29.2	19.2	17.5	26.9	20.1	33.1
Significantly higher income (5)	11.8	15.0	9.7	7.5	7.5	11.8	28.0
Average comparison income (1 – 5)	3.13	3.35	2.93	3.18	3.16	3.10	3.67
Satisfaction with previous location	%	%	%	%	%	%	%
Very dissatisfied (1)	11.2	11.4	11.5	9.4	12.7	12.1	9.2
Somewhat dissatisfied (2)	14.7	14.8	15.9	11.8	16.1	16.0	12.5
Neither dissatisfied or satisfied (3)	12.7	16.9	9.0	15.3	17.6	11.7	15.8
Somewhat satisfied (4)	29.0	26.5	29.0	29.4	27.3	26.2	25.0
Very satisfied (5)	32.5	30.5	34.5	34.1	26.3	34.0	37.5
Average satisfaction previous (1 – 5)	3.57	3.50	3.59	3.67	3.38	3.54	3.69
Satisfaction with current location	%	%	%	%	%	%	%
Very dissatisfied (1)	7.6	8.7	7.8	4.7	9.3	6.9	7.7
Somewhat dissatisfied (2)	8.1	7.8	9.5	5.9	9.8	7.4	4.3
Neither dissatisfied or satisfied (3)	6.6	5.9	8.4	3.5	7.3	6.9	3.4
Somewhat satisfied (4)	29.4	27.6	29.5	28.2	24.9	27.1	32.5
Very satisfied (5)	48.3	50.0	44.8	57.6	48.8	51.7	52.1
Average satisfaction current (1 – 5)	4.03	4.03	3.94	4.28	3.94	4.09	4.17
Would do move over again	%	%	%	%	%	%	%
Definitely not (1)	3.2	3.1	3.6	1.2	2.0	2.9	5.1
Probably not (2)	5.1	4.3	4.7	9.4	4.9	4.9	3.4
Undecided (3)	9.7	8.7	10.4	7.1	8.3	6.8	9.3
Probably yes (4)	33.2	35.1	33.0	29.4	38.2	35.4	29.7
Definitely yes (5)	48.9	48.8	48.4	52.9	46.6	50.0	52.5
Average rating do move over (1 – 5)	4.20	4.22	4.18	4.24	4.23	4.25	4.21

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noted a new job as a reason for the move. However, a third of those leaving for other states said they moved to look for work or a new job (Tables 2, 6; Figure 1).

Like the movers in other counties, family factors were important for many Jefferson respondents. Moving to be nearer children or friends were cited most often among the family factors for the state to state movers. The natural environment was important for many Jefferson movers, however, with a contrasting finding. More than half of both those leaving and coming into the state noted wanting to find a desirable natural environment (Table 2).

The Jefferson movers were very similar to those in other counties in that the respondents who came into Jefferson County were more likely than those who left to say that wanting a less congested place to live, or a safer place to live, or a simpler pace of life was a factor in their moving decision. Seventy-three percent of those coming from other states cited a simpler pace of life (Table 2, Figure 1). In contrast, those moving out to other states were more likely to say they wanted more arts, entertainment, or cultural activities or a more exciting lifestyle than those who came into the county. More than half of the respondents who moved to other states cited arts and entertainment as factors in their decision to move (Table 2).

Respondents coming into Jefferson County from other states were more likely than those who left to say they wanted to lower the cost of housing, to have lower taxes, to find better quality local schools or find more opportunities for their children to achieve (Table 2; Figure 1). The internet (60%), friends (53%), and current residents (40%) were the sources of information that movers coming from other states cited

Table 9. Mover Categories and Type and Direction of Move.	
Category	Type and Direction of Move
Within County, Zipcode change	Moved within one of the 19 study counties but changed zip code.
Out To Another Iowa County	Moved out of one of the study counties to another county in Iowa.
In From Another Iowa County	Moved from another county in Iowa into one of the study counties.
Out To Another State	Moved out of one of the study counties to another state.
In From Another State	Moved from another state into one of the study counties.

most often in their move. Both those who came from other states as well as those who left generally said that finding housing in their new location was very easy (Table 3).

Even though twenty-one percent of the Jefferson County movers who came from other states reported household income of at least \$100,000, sixty percent of those from other states said their income would be somewhat to significantly lower than it had been in their previous location (Tables 3, 4; Figure 1). Compared with the overall set of respondents, the movers leaving Jefferson for other states had a higher proportion with incomes below \$20,000 (Tables 3, 7).

Higher proportions of those who left Jefferson County for other states (72%) than those who moved in (46%) reported being very satisfied with their new location. However, similar proportions of each group (70%, 66%) noted that they would definitely do the move again (Tables 4, 8; Figure 1).

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Jefferson County and highlights some of the similarities and differences with the findings for the entire set of 19 counties. Because the number of respondents in any one county is small, the overall findings and trends are likely the best guidelines as community residents and leaders think about possible next steps. The overall objective is to help community

leaders better understand household moving trends so they can develop actionable strategies to address the reasons why people come, why people leave, enhance the qualities that cause people to stay, and thus stabilize or increase their population.²

The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Jefferson County.¹ People who had moved either into or out of these 19 counties were identified through a purchased database and were mailed a survey in the fall of 2005. The survey asked questions about the respondent’s previous location as well as their current location, reasons for moving, satisfaction with multiple factors in their communities, as well as their demographic, social, and economic situation. Five categories of movers are used to examine the results (Table 9). Most respondents had moved during 2003 through 2005 and 737 respondents who met the study criteria replied for an overall response rate of 35 percent. The estimated response rate for Jefferson County was 38.2 percent.

Notes

- 1. Previous reports, a description of the study, the counties included, and the survey questionnaire are available on the Community Vitality Center web site at: www.cvcia.org.
- 2. Previous reports contain examples of possible next steps and strategies that community leaders might consider.

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